

'MR. ROBERTS' CHOSEN BY OUR CRITICS

Red Cross Good Picture Account

Forty-eight institutions providing 2,500 bookings for Canadian distributors of 16 mm. programs created a market worth over \$30,000 in 1955, said Jack Cruickshank, who makes the arrangements for the Red Cross Society. The 48 institu-

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Award Nominees In Other Group

Academy nominees in the best picture, best male star, best female star, best male supporting player and best female supporting player categories were carried in last week's edition. Two films in the best-picture category, *The Rose Tattoo* and

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NB Exhibs' Delegation Presents Tax Brief

An average decline of theatre revenue in 1955 of 15 per cent is expected and New Brunswick exhibitors can no longer afford to let the provincial government have the amusement tax, a brief submitted by a delegation from the Maritime Motion Picture Exhibitors' Association said last week. It was presented at the NB capital, Fredericton, by a delegation led by F. Gordon Spencer, Saint John, and it asked for a removal of the tax, which averages between 11c and 12c per ticket.

Theatres, now sick from conditions beyond their control, have for 40 years contributed more

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'The Buster Keaton Story'

Donald O'Connor will star in Paramount's *The Buster Keaton Story*, the biography of the famed silent screen comedian.

'MARTY' NOSED OUT BY WB COMEDY; GRACE KELLY LEADING PLAYER

The best feature film shown in Canada during 1955 was Warner Brothers' CinemaScope comedy in WarnerColor of the United States Navy supply ships, *Mister Roberts*, it was decided by press, radio and TV critics in the closest

Fewer Pictures In '55 But More Got Votes

The quality of motion pictures is steadily increasing, if one judges by the voting in our Critics' Poll to select the ten best pictures of 1955. Just about the same number of critics and commentators voted this year as in the past few but the number of pictures named from a smaller list of eligible films was greater.

In 1953 the voters named a total of 78 features from 198 eligible. In 1954, with the number of features having fallen sharply to 157, 80 were named. In 1955 the number of features showed another drop—to 146—and of these the voters selected 91 for inclusion in the Ten Best.

It seems that the players were giving better performances also. The number who got votes in the Ten Best Poll was 106 in 1954—and 109 in 1955.

What's a good picture? It seems that the professional experts differ widely.

vote yet in the annual Ten Best poll of the Canadian Film Weekly. Runner-up in a picture finish was *United Artists'* black-and-white picture of life in the Bronx, *Marty*, which lost out by the narrowest margin in the 14-year history of the poll. Both films have been nominated for Academy Awards.

Tops in the selections for the Ten Best players was Grace Kel-

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Full Poll Results Inside

Complete results in both the pictures and players polls are to be found on Page 9.

Film Daily Poll 1-2 With Ours

USA critics, voting in the "Ten Best" of 1955 poll conducted by *The Film Daily*, and Canadian critics, giving their choices in the Canadian Film Weekly balloting, picked the same pictures for first and second place—*Mr. Roberts* and *Marty*. Their third

(Continued on Page 3)

Three Houses Close

Three theatres in Quebec closed recently. They are R. St. Pierre's 450-seat Capitol in Senneville, R. Matte's 500-seat Plaza in Buckingham and J. Croisetiere's 250-seat Oasis, also in Buckingham. All three showed both English and French films.



Some Interesting Variety Guests and Hosts

The second Variety luncheon meeting, in the Sheraton Room of the King Edward Hotel, was well attended. After the business meeting some interesting guests were presented by those who had invited them. Above is the head table group. The front row, left to right, shows Chief Barker David Griesdorf; Miss Mahalia Jackson, the famed Gospel singer; Ringmaster Nat Taylor; and Rev. Daniel of the Grant African Episcopal Church.

Back row: Frank Shuster of Wayne & Shuster, who brought Dave Broadfoot, the well-known comedian, shown next to him; Lorne Greene, international stage star, a former Canvasman; and the Rev. Ray McCleary, one of Variety's chaplains, who invited Miss Jackson and Rev. Daniel.

Several guests famed internationally will be presented at the next meeting, to be held at noon, Thursday, March 29 in the King Edward Hotel.

'Cockleshell' Visitors Big Hit In Toronto

Visit to Toronto of Trevor Howard, Yana and Bill Sparks, DSM, for the premiere of Columbia's *Cockleshell Heroes* at the Odeon-Toronto, drew a tremendous amount of publicity from newspapers, TV and radio. Howard and Yana are in the film and Sparks is a survivor of the operation it is based on.

The trio was accompanied by Mrs. Howard, Bob McElwaine, v-p and USA rep of Warwick, which made the film, and Jim Nullmeyer, his assistant.

FULL-LENGTH FILM OF QUEBEC CITY'S CARNIVAL PLANNED

A feature film with Quebec City's annual winter carnival as its setting will be made by Rene Sarvil, French actor and author, it was reported last week. Sarvil, while in Quebec with the Marcel Pagnol Theatre Company, discussed

the plan with Roger Vezina, director general of the Quebec Theatre of Commerce. With interiors to be shot in Paris, French-Canadians will play the leads. Sarvil is a well-known lyric writer in France. Shooting will begin next winter.

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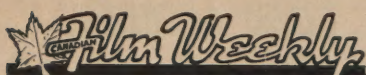


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FILM DAILY POLL

(Continued from Page 1)

choice was also the same—East of Eden, which was ranked fourth in the Canadian Film Weekly list, since The Country Girl, a 1954 film in the USA but a 1955 release in Canada, was picked ahead of it.

The Canadian Best Ten had two pictures in it that were in the previous year's USA list. Seven of ten Film Daily choices were also chosen for the Canadian Film Weekly poll. As in Canada, the race between Mr. Roberts and Marty was very close—281 against 270.

Here is how they ran in the USA poll by The Film Daily: 1—Mr. Roberts (Warner Bros.), 2—Marty (United Artists), 3—East of Eden (Warner Bros.), 4—The Blackboard Jungle (MGM), 5—Bad Day at Black Rock (MGM), 6—A Man Called Peter (20th Century-Fox), 7—Trial (MGM), 8—Love Me or Leave Me (MGM), 9—Summertime (United Artists) and 10—Love Is a Many-Splendored Thing (20th Century-Fox).

Two pictures which have received Academy nominations as the best films shown last year were not made eligible for The Film Daily Poll—Paramount's The Rose Tattoo and Columbia's Picnic. Both were released too late in the year to qualify for the Oscar voting and the critics hadn't seen them. They will be voted on in The Film Daily's 1955 Academy nominees.

To Star In UA's 'Bandido'

Robert Mitchum and Gilbert Roland will star in UA's Bandido.

C'Scope 55 Showings Supervised By GTS

All the technical details of 20th-Fox' successful CinemaScope 55 demonstrations in Canada, including the first showing on February 1 in Toronto, have been handled by General Theatre Supply Company.

Mike Reidy supervised the Toronto screening, W. Forward the Vancouver one, H. B. Grimes those in Calgary and Regina, C. Maybee the one in Winnipeg, H. Burko that of Montreal and Cecil Johnston the Saint John one.

'Mr. Roberts' Chosen

(Continued from Page 1)

ly for her performance in Paramount's The Country Girl, a film which was released in the USA in 1954 but was not generally shown in Canada until almost a year later and therefore was not eligible for last year's Canadian Film Weekly poll. The Country Girl finished third in the picture poll and another film released later here, Warner Brothers' A Star Is Born, ended up fifth. Both were strong contenders in the 1955 Academy Awards. Runner-up to Miss Kelly was Glenn Ford for his performances in The Blackboard Jungle and Trial, two MGM features that finished sixth and ninth respectively in the picture poll.

Surprisingly, the star of Mister Roberts, Henry Fonda, did not make the first ten, although James Cagney, his co-star, finished fifth—mostly because of his fine work in Love Me or Leave Me. Ernest Borgnine, the star of Marty, was third.

Mister Roberts was produced by Leland Hayward and directed by John Ford and Mervyn LeRoy. Included in the cast were William Powell, Jack Lemmon, Betsy Palmer, Ward Bond, Phil Carey and Nick Adams. Marty was a Hecht-Lancaster production directed by Delbert Mann and included in its feature players were Betsy Blair, Esther Minciotti and Joe Mantell.

Six of the ten films were in CinemaScope and color, while last year four were in color and one in CinemaScope. All films were produced in the United States, the first time since the inception

of the poll that a British film did not make the first ten, although three J. Arthur Rank pictures—Mr. Hulot's Holiday, The Divided Heart and Romeo and Juliet—were among the five closest to the top ten. The other two which just missed were MGM's The Tender Trap and Empire-Universal's 20,000 Leagues Under the Sea.

Altogether there were 146 eligible pictures and the critics voted for 91, as compared with 157 and 80 last year. This seems to show that, while there were fewer films, the quality had improved considerably in the critics' estimation. Votes were cast for 109 players as against 106 in 1955.

In the first ten pictures and not mentioned above were Warner Brothers' East of Eden, 20th-Fox' Carmen Jones and A Man Called Peter and MGM's Bad Day at Black Rock. Following the first three stars were the late James Dean for East of Eden; William Holden for The Country Girl, The Bridges at Toko-Ri and Love Is a Many-Splendored Thing; Frank Sinatra for The Tender Trap and Not as a Stranger; Judy Garland for A Star Is Born; Julie Harris for I Am a Camera and East of Eden; and Katharine Hepburn for Summertime.

Warner Brothers, which for several years did not have any films in the first ten, made up for it with three this year, tying with MGM for the lead among the studios. Twentieth Century-Fox had two, United Artists one and Paramount one.



OPTIMISM and confidence in the future are important requisites of any business. In our business in particular the excitement generated by new potential boxoffice attractions has often been a bridge of hope over the stream of poor releases — and poor business — which we encounter from time to time.



What lies ahead for those theatres which survive the changeover period depends quite importantly upon the quantity, quality and boxoffice draw of the films released. Such theatres may look forward with a feeling of increasing confidence.

More features are presently in production than has been the case for several years. But more specifically, more important films are now scheduled for release in the next few months. These are the type of attractions which will bring people back to motion picture theatres, and a satisfied patron is always a potential repeater. It is not to be assumed that all these pictures will be of help to all the theatres in our country. Some of these "big grossers" may lose a great deal of their value by the time they are available to the small theatres, or such theatres may be forced to buy them at terms which do not necessarily result in a profit. However, in the overall picture the increase in the number of films produced and released generally will not only make a better choice of programming possible for a great many theatres, but it will also mean a lessening of the present day seller's market.

With this increased availability of product in number and quality apparently just around the corner, it is safe to assume that first-run theatres in key and sub-key locations may hope for a higher level of prosperity. Based on increased attendance and grosses they can generally afford to pay the terms now being demanded by distributors for some of these so-called super-dupers and come out with a reasonable profit. But what about the small town exhibitor? Where is his cushion? Everyone agrees that he should be kept in business, but everyone seems to want the other fellow to pay the shot. On the other hand, distributors claim that many exhibitors who are doing all right are climbing on the "crying wagon" and seeking reductions to which they are not entitled. Thus continues

(Continued on Page 4)

MANNITONA'S PUBLIC STOCK ISSUE

Mannitona Pictures Corporation Limited, organized by Melburn E. Turner, Gerald A. Scott, John E. Cliff and A. Gerald Woodley of Gananoque, Ontario, is offering a stock issue of \$72,500. First preference shares at \$100 have a six per cent yield and carry a bonus of Common Shares at the rate of five each. The Preference Shares, at six per cent interest, are cumulative and redeemable. Capitalization is \$200,000 for Preference Shares and there are 20,000 Common Shares without nominal or par value.

The company is "to meet the need for a truly Canadian feature-length motion picture industry" and boost tourism in the area through its productions.

Turner, president and general manager of Mannitona, recently produced The Little Canadian, now being distributed in Canada by Astral Films.

McCULLEY ON 'FORD TV GRAPHIC'

Ford TV Graphic, "the biggest venture yet undertaken by Canadian television," will have Joseph McCulley, Warden of Hart House of the University of Toronto, as permanent host. The 30-minute CBC-TV show, which is slotted on Friday at 9 p.m. and began on March 2, will be mainly live but use film when necessary. McCulley was chosen over Bruce West, Toronto Globe and Mail columnist, and Gordon Burwash, former National Film Board actor-writer, the three having remained of 30 applicants.

Sydney Newman will produce the show for CBC, with Peter McFarland sharing the direction with others. Louis Applebaum, musical director of the Stratford Festival, will lead the 20-piece orchestra. The agency representing Ford is Cockfield Brown, of which Alan Savage is Radio-TV manager.

McCulley and Applebaum were introduced at a luncheon in the Seaway Hotel, at which the guests were the press and CBC.

NB TAX BRIEF

(Continued from Page 1)

than their share to provincial income, it was claimed. It was pointed out that the government expects a drop of \$36,000 in amusement taxes for its present fiscal year — 11 per cent. Every effort to cut operation costs has already been made.

Outlining the seriousness of the situation in Saint John, the brief said that "not one theatre in the Saint John area is making a profit." The most serious decline had taken place in the last half of 1955 and no improvement was imminent in 1956. The brief further claimed that one Saint John Theatre in 1955 lost about \$14,000 while paying provincial amusement tax of \$11,887, provincial seat tax (licence) of \$287 and Saint John City taxes of approximately \$10,000 — a total in direct taxes of about \$22,700.

The exhibitors said Saint John was but an example of the hardship being experienced by theatres throughout most of the province. Figures compiled by the Dominion Bureau of Statistics showed that in 1954 (the last year for which they were available) New Brunswick experienced the greatest percentage drop in theatre audiences of any province in the Dominion.

The decline had been caused by "constantly increasing opposition," the brief said, "and we consider our three main sources of opposition to be horse racing, bingo and television."

In presenting the case for the exhibitors, Spencer said a modern community without a movie theatre would be a "dead town." The theatres, he said, brought people uptown to the benefit of all merchants in large centres. In smaller communities, the theatres enticed people "into town — not just to see the show but to shop as well."

While there were many complaints about New Brunswick's sales tax of first four per cent and now three per cent, Spencer said theatre operators had been burdened for over 40 years with a tax ranging between 11 and 12 per cent, started first as a "war tax."

The brief further claimed that "in the final analysis, we have paid the amusement tax because we could afford to do so. We cannot afford it any longer. The tax was originally levied and retained on the basis of ability to pay, not with consideration of equitable distribution of the tax burden. Most theatres have already lost or are rapidly losing that ability to pay."

Members of the delegation appearing before the cabinet, in addition to Mr. Spencer, were L. J. April, F. Harrison Howe, L. A. Sprague, Donald Golding, all of the Saint John area, and W. Fennety, Fredericton.

News Notes

UA SALES SALUTE FOR VELDE

United Artists' entire distribution force in the United States and Canada will salute James R. Velde, newly-appointed general sales manager, with a special five-week sales effort, it has been announced by William J. Heineman, vice-president in charge of distribution.

The "Welcome to Jim Velde" drive, involving UA's 32 domestic branches, was launched last week and will extend through March 31.

Velde took over the post of general sales manager on February 27. He replaced B. G. Kranze, who resigned to become a vice-president of Stanley Warner.

In a statement issued in connection with the opening of the "Welcome to Jim Velde" campaign, Heineman declared: "The salute to Jim Velde is a result of the tremendously enthusiastic response of our branch personnel to the news of his appointment. We are confident that every member of the sales staff will help make the next five weeks the greatest grossing period in our history."

MARY PICKFORD SELLS UA SHARES

United Artists is now owned completely by the management group which took over in 1951 under the direction of Arthur B. Krim. Mary Pickford, the 62-year-old Toronto-born early film star who founded it in 1919 along with Fairbanks, Griffith and Chaplin, sold one-third interest for a reputed down payment of \$2,000,000. The addition of the 4,000 shares gives president Krim, chairman of the board Robert S. Benjamin and vice-presidents Max E. Youngstein, William J. Heineman and Arnold Picker the 12,000 shares Miss Pickford held.

In 1951, when UA was losing \$100,000 a week, Miss Pickford surrendered 8,000 shares, or one-half of the company's stock, for \$1 per share and a ten-year voting control over the rest if the group could show a profit in one of the following three years. They made it the first year after borrowing several million dollars for working capital and production financing. Charles Chaplin's stock was acquired a year ago.

Miss Pickford will retain an association with UA. The Pickford Corporation will make several features with UA financing.

GIGANTIC PUBLICITY FOR 'ALEXANDER'

Plenty of space in local newspapers and interviews on radio and TV resulted from the visit to Toronto of a gigantic Texan acting as advance man for United Artists' \$4,000,000 CinemaScope production in color by Technicolor, *Alexander the Great*. Dave Ballard, seven feet, seven inches tall and weighing 345 pounds, was dressed in the Greek costume and armor of the film, although he does not appear in the spectacle.

Ballard was accompanied by Abe Bernstein, UA field exploitation man from New York, who has been with him on his complete tour. Archie Laurie, head of UA publicity in Canada, arranged the details of the Toronto interviews, luncheons, etc.

Alexander the Great, which was written, produced and directed in Spain by Robert Rossen and stars Richard Burton in the title role, is scheduled to start its first Canadian engagements sometime late in April.

FILMS FOR SPORTS COLLEGE PROGRAM

The minimum of \$700,000 to be spent annually for The Canadian Amateur Sports and Physical Fitness Program headed by Sports College will include a considerable expenditure for films to be made by Fifeshire Motion Pictures Limited. The initial phase of the film program will cost \$120,000, according to Wade Hampton, general manager. President and producer of Fifeshire is Joel W. Aldred. However, the \$120,000 will not necessarily all come out of the first \$700,000.

The films, to be made in association with Sports College, will be in three series, with each one having a running time of 15 or 30 minutes. Scripts are ready for the three series and a pilot film already completed for one of them. They'll deal with coaching, training, conditioning, relaxation, etc. One series will have 52 films and will be used exclusively for TV showings.

The Program was announced at a luncheon in the King Edward Hotel, Toronto, at which about 85 persons from press, radio and TV were present. To be supported by groups and individuals connected with Sports College, along with a number of Canadian manufacturers, it is designed to increase sport participation, performance standards and the quality of international representation.

GOOD ACCOUNT

(Continued from Page 1)

tions are made up of Department of Veterans Affairs hospitals and sanatoria, with the Red Cross paying the complete cost of the hospitals' programs and providing the service to the sanatoria as a convenience. The DVA supplies the projectors and operators for the hospitals, while the other institutions usually have their own.

The Red Cross is the second-largest source of 16 mm. rentals. The Royal Canadian Navy is first and close behind the Red Cross are the Canadian Army camps, the Northwest Highway Service (for the men who maintain the Alaska Highway) and one that is rapidly expanding, the DEW radar stations in Northern Canada.

Films booked by Cruickshank are usually current. He doesn't rent any in theatre circulation for more than five years. At times some of his situations have played films before local theatres but there has been little or no controversy over it, since his programs are exclusively shown to shut-ins.

Chief suppliers of programs for the Red Cross are Sovereign Films, General Films and the 16 mm. divisions of MGM, WB, IFD and JARO. Cruickshank sees to it that the bookings are divided equitably between the companies so that they will be able to count on a certain amount of business each year. Programming is on a flat-rental basis.

Cruickshank has had over 15 years' experience handling jobs similar to his present one. As a supervisor for the Canadian Legion War Services overseas he handled film and live entertainment for the armed forces. In 1943, on his return to Canada, he was given a position with the government setup of four organizations handling booking for all military establishments, including stations, hospitals, convalescent homes, etc. This outfit paid out \$500,000 annually in film rentals. After the war, when the number of establishments started to drop, the Red Cross took it over and Cruickshank was appointed to his present position in 1946.

OUR BUSINESS

(Continued from Page 3)

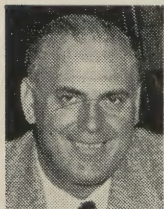
the constant "tug-of-war" between buyer and seller in our business — a constant problem which has generally been settled at the local level. While more and better product will help the situation to some extent, it is still incumbent on general sales managers to instruct their field staffs to have some compassion for the little fellow who is really putting up a struggle to stay in business today.

Observanda



Variviews

WE OF THE Society For the Return of Legal Government to the 13 Colonies (Ken Johnson, president) would like to disavow any connection with the recent "raid" on four USA towns near Kingston, from whence came the Queen's U students who hoisted the Union Jack and reclaimed the territory for George III.



Their proclamation described George Washington as a "rebel without cause" — which is the name of a Warner Bros. picture. Irving Herman, where were you on the night of February 22? . . . *Subpoena* that man! In *Maclean's* Bruce Hutchison refers to "organized crime and commercialized vice" in Toronto . . . *The first annual stockholders' meeting of Loew's* was held at 10 a.m. in Loew's State, NYC, with floor mikes for the stockholders. Would be an interesting thing for Famous Players to do here . . . *Joe Franklin's* friend, Carl Alpert, tells about the two Miami visitors who had met first in the Fontainebleau last year. One of the ladies was staying in a newly-opened hotel and the other asked why she hadn't stayed at the Fontainebleau again. Answered the lady: "I don't go to used hotels" . . . *Dave Griesdorf*, Chief Barker of the Variety Club here, belonged to the LA tent when he was there with UA. He has a desk set with this on it: "Sincerest best wishes—Variety Club of Los Angeles—December 1, 1941." He was leaving the city.

THE RISE OF PRM from \$19 to \$41 per share in a week was due, I hear, to the buy of the Warner TV lot of films by Lou Chesler, board chairman, and associates. Two of three more films being bid for are *Going My Way* and *Bells of St. Mary's*. Elliot Hyman of NY is in the deal too . . . *Mrs. Helen Langham*, film officer for the Stratford Festival, was in town and talked with Clyde Gilmour, Gerald Pratley, Dr. Roby Kidd and yours truly, among others, about what ought to be shown this summer. I suggested that a selection committee be formed from representatives delegated by organizations that reflect our knowledge of and interest in the film as art and entertainment. There are in Canada men who are widely known here and abroad as critics and commentators and these could also help. In that way Canadians who give much time and thought to the film would have a stake in the Stratford Film Festival, which would be benefitted by the official approval of their organizations . . . *A gem from MGM is Meet Me In Las Vegas*, in which Cyd Charisse proves herself an actress with a real flair for comedy. It's light, bright and fresh . . . *You'll see a great revival in just the right atmosphere when The Great Waltz* follows *The Rose Tattoo* into the University . . . *Don't Remember* ever seeing those fine human interests events, baby shows and dog shows, on TV. They could get a certain sponsor and call it *The Gillette Cavalcade of Spurts* . . . *CBC-TV's Folio* will do *The Face of Canada* on March 25. Leading photogs will provide their favorite shots and Harry Boyle will do the narration.

THEY WANTED a cartoon for the Saturday matinee of *Hill 24*, the Israeli feature at the Vaughan. When Aldo Maggiorotti, WB booker, was told the one asked for, he suggested gently that perhaps a Jewish audience, especially on the Sabbath, might not be entertained by—Porky Pig . . . *The Dutchies*, our Olympic hockey team, are from Kitchener-Waterloo, a German, not a Dutch, area. Reminds me that German-dialect laughgetters were known as "Dutch comics" in the old days . . . *On Tabloid* the lofty-domed Lister Sinclair, discussing the origin of St. Valentine's Day with an interviewer, explained blithely that the elimination of Dutch Schultz by Baby Face Nelson in Chicago on that loving day is how the "St. Valentine's Massacre" got its name. Where yuh been, man! Five Capones bumped off seven O'Banions . . . *It isn't true* that the musical version of *The Bottom of the Bottle* will be called *The Rock and Rye Waltz* . . . *Bill Corum*, in the *NY Journal-American*, wrote about what hard work writing is and how most people think that it's the greatest cinch in the world. Every writer will understand this: "When folks come to me in the interest of fine causes, as most causes are, and say: 'Just dash off about a thousand words for our program,' I've left blood on my tongue more times than once to keep from saying: 'Why don't you sit down some time and just DASH OFF a thousand words?'" Bravo, Bill! . . . *The sign of Hollywood success* is when a person is paying his psychoanalyst more than he used to earn . . . *Industry romance*: Les Hawley, Kenwood manager, is marrying Verna Robb of 20th-Fox. Congrats . . . *The Imperial* preem of *Carousel* has hit some boulders and will not go ahead. It's been dropped . . . *Horse player*: "I had a sure thing but nothing to bet with. My wife blew all our money on the rent."

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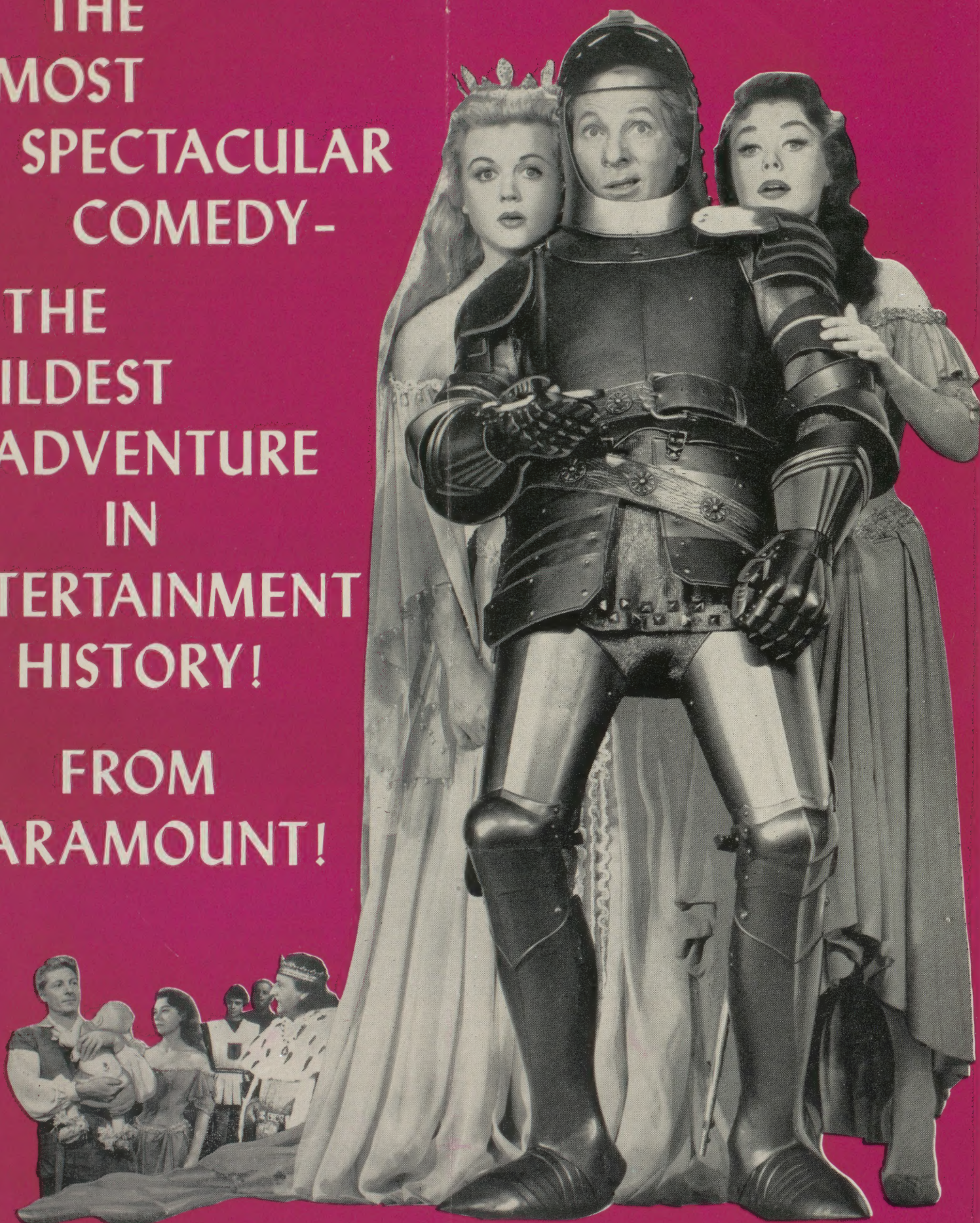
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Danny's key-city tour has launched the persuasion-loaded, all-media campaign which will continue throughout February and March!

SHORT THROWS

LIONEL SHAPIRO of Montreal, whose stories have been made into films, was given the Governor-General's Award for the best fiction by a Canadian in 1955. Twentieth Century-Fox is shooting his novel, *The Sixth of June*. He'll be the guest speaker at the National Newspaper Awards dinner, to be given by the Toronto Men's Press Club on April 21.

FORTY per cent of those asked whether they approved of our immigration policy by the Canadian Institute of Public Opinion, which conducts the Gallup Poll, said yes and 41 per cent no. About 16 per cent objected because of the unemployment situation.

TRANS-ATLANTIC television is not far away, the Lions Club of Montreal was told by J. B. Knox, chief of the engineering products department at RCA Victor. Nearing the practical stage, it is expected to be very costly at first.

UNITED Theatre Managers' Association of Montreal (UNICON) recently presented a stage show at the Chateau Theatre in that city. The show started at 11.30 p.m. after the regular Saturday performance and all seats were reserved.

POSTERS and other advertising material of Alliance Films Limited will now be distributed by Theatre Poster Service Limited, following an agreement between Jay Smith, head of Alliance, and Murray Sweigman, president of the theatre poster company.

FIFTY per cent of the financing for the remaining 23 programs of *The Force*, an RCMP series directed by Victor Stoloff, will be provided by ABC Film Syndication of NY, through the Bankers' Trust Company, for shooting at General Service. The first 50 per cent came from S&S Films, Limited, Kitchener, Ontario, organized by local business men, with Stoloff, who is from Hollywood, as executive vice-president. Three pilot films were made last year, with Lloyd Bridges starring.

ELSIE JANIS, 66, a famed comedienne of other years, died in Beverly Hills last week. Mary Pickford was at her bedside. A film, *The Elsie Janis Story*, was scheduled for production. She was the singing sweetheart of the USA soldiers in the First World War.

NFB NY Sales Rep Is Lyall Stewart

New York sales representative of the National Film Board, as successor to Ralph Ellis, is Lyall Stewart, until his appointment assistant to W. S. Jobbins, chief of the Commercial Division. No one has been named yet to replace him as Jobbins' aide. Ken Williams, district representative at London, Ontario, goes to Vancouver to replace Jim Patterson, resigned as BC regional supervisor.

Leo-Paul Turcotte, now urban representative for Metropolitan Montreal, will switch to special duties connected with expanding distribution among labor groups and trade unions.

L. Larivie leaves his post as district representative in Rouyn-Noranda to succeed H. L. Marier, now in the St. Jean, Quebec area.

Paramount Signs Yul Brynner

Paramount has signed Yul Brynner to direct and star in an as yet unselected film.

Rabbi Levy Passes; Father Of Jules, Nat

Rabbi Meyer H. Levy, 84, father of Nat Levy, RKO head office sales executive in NY, and of Jules Levey, Independent Hollywood producer, passed away in Toronto last week. He was formerly chief Orthodox rabbi of Toronto and president of the Rabbinical Council of Toronto.

For 50 years until his retirement five years ago Rabbi Levy served Jewry and for 40 of those years he was in the pulpit of the Hebrew Men of England Synagogue. Born in Lithuania, his first congregation on this continent was in Syracuse, where he assisted Rabbi Hertz, later Chief Rabbi of the British Empire. He was well known as a scholar and author on Talmudic subjects.

Surviving are five daughters, a sister, 14 grandchildren and nine great-grandchildren. Mrs. Levy predeceased Rabbi Levy by five years.

AA's 'Hold Back The Night'

John Payne will star in AA's *Hold Back the Night*.

OTHER AWARDS

(Continued from Page 1)

Picnic, are just being circulated now in Canada, while another Marty, was not seen in Montreal until a couple of weeks ago. Below are the nominees in seven more categories:

BEST DIRECTION—John Sturges, *Bad Day at Black Rock*; Elia Kazan, *East of Eden*; Delbert Mann, *Marty*; Joshua Logan, *Picnic*; David Lean, *Summer-time*.

BEST SONGS—I'll Never Stop Loving You from *Love Me or Leave Me*; Love Is a Many-Splendored Thing from the picture of the same name; Something's Gotta Give from *Daddy Long Legs*; Love Is the Tender Trap from *The Tender Trap*; Unchained Melody from *Unchained*.

BEST SCREEN PLAY—Millard Kaufman, *Bad Day at Black Rock*; Richard Brooks, *Blackboard Jungle*; Paul Osborn, *East of Eden*; Daniel Fuchs, *Love Me or Leave Me*; Paddy Chayefsky, *Marty*.

BEST STORY AND SCREEN PLAY—Milton Sperling and Emmett Lavery, *The Court Martial of Billy Mitchell*; William Ludwig and Sonya Levien, *Interrupted Melody*; Betty Comden and Adolph Green, *It's Always Fair Weather*; Jacques Tati and Henri Marquet, *Mr. Hulot's Holiday* (French); Melville Shavelson and Jack Rose, *The Seven Little Foys*.

BEST STORY—Daniel Fuchs, *Love Me or Leave Me*; Joe Connelly and Bob Mosher, *The Private War of Major Benson*; Nicholas Ray, *Rebel Without a Cause*; the five writers of *The Sheep Has Five Legs* (French); Beirne Lay, Jr., *Strategic Air Command*.

BEST FILM EDITING—Ferris Webster, *Blackboard Jungle*; Alma Macrorie, *The Bridges at Toko-Ri*; Gene Ruggiero, *Ok!lahoma!*; Charles Nelson, *Picnic*; Warren Low, *The Rose Tattoo*.

BEST CARTOON—Good Will to Men; The Legend of Rockaby Point; No Hunting; Speedy Gonzales.

Many other motion pictures were mentioned in the other groups dealing with photography, costuming, special effects and special subjects.

'Gunfight At The OK Corral'

Burt Lancaster and Kirk Douglas will star in Hal Wallis' Paramount production, *Gunfight at the OK Corral*, which will be shot in VistaVision.

Cast In UA's 'Spring Reunion'

Betty Hutton and Dana Andrews will star in UA's *Spring Reunion*.

Bingo Helping Exhibs In Western Canada

Addition of Bingo to their regular film programs on slow nights is proving profitable to exhibitors in Western Canada, who have found that the game attracts new patronage and increases business. In a number of cases it has kept the theatre from going dark.

Latest reports are that over 30 houses in the Prairie Provinces are now using Bingo, some in cooperation with local service clubs, and many more are toying with the idea. A package deal, including posters, a screen trailer and the actual equipment, is being supplied by Theatre Poster Service Limited.

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Canadian 1955 Critics' Poll Studio Score

10 BEST FILMS

Warners 3

Mister Roberts
East of Eden
A Star Is Born

MGM 3

The Blackboard Jungle
Trial
Bad Day at Black Rock

20th-Fox 2

Carmen Jones
A Man Called Peter

UA 1

Marty

Paramount 1

The Country Girl



MGM's 'The Wings Of Eagles'

John Wayne has been signed by MGM to star in *The Wings of Eagles*, which John Ford will direct.

Foreign Press Votes WB's 'Eden' Best Pic

Warner Bros.' *East of Eden* was named as the best film by the Hollywood Foreign Press Association at its tenth annual Golden Globe Awards ceremonies, held recently in the Cinema City. The award for the film best promoting international understanding went to 20th-Fox' *Love Is a Many-Splendored Thing*.

Among the other 23 awards were those for the best actor to Ernest Borgnine for *Marty*; for the best actress to Anna Magnani for *The Rose Tattoo*; to Marlon Brando and Grace Kelly as world film favorites; and to Joshua Logan for his direction of *Picnic*.

TV awards, presented for the first time, went to Walt Disney, Dinah Shore and Lucille Ball and Desi Arnaz.

Canadian CRITICS' POLL Ten Best Films of 1955

1. Mister Roberts Warners

Produced in CinemaScope and WarnerColor by Leland Hayward. Directed by Mervyn LeRoy and John Ford. With Henry Fonda, James Cagney, William Powell, Jack Lemmon, Betsy Palmer, Ward Bond, Phil Carey and Nick Adams.

2. Marty UA

Produced by Harold Hecht. Directed by Delbert Mann. With Ernest Borgnine, Betsy Blair, Esther Minciotti, Augusta Ciolli, Joe Mantell, Karen Steele, Jerry Paris and Frank Sutton.

3. The Country Girl Paramount

Produced by William Perlberg and George Seaton. Directed by George Seaton. With Bing Crosby, Grace Kelly, William Holden, Anthony Ross and Gene Reynolds.

4. East of Eden Warners

Produced and directed in CinemaScope and WarnerColor, with prints by Technicolor, by Elia Kazan. With Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davalos, Jo Van Fleet and Albert Dekker.

5. A Star Is Born Warners

Produced in CinemaScope and Technicolor by Sidney Luft. Directed by George Cukor. With Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan, Lucy Marlowe, Amanda Blake and Irving Bacon.

6. The Blackboard Jungle MGM

Produced by Pandro S. Berman. Directed by Richard Brooks. With Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes, John Hoyt, Richard Kiley, Emile Meyer and Warner Anderson.

7. Carmen Jones 20th-Fox

Produced and directed in CinemaScope and De Luxe Color by Otto Preminger. With Dorothy Dandridge, Harry Belafonte, Olga James, Pearl Bailey, Joe Adams, Nick Stewart, Roy Glenn and Diahann Carroll.

8. A Man Called Peter 20th-Fox

Produced in CinemaScope and De Luxe Color by Samuel G. Engel. Directed by Henry Koster. With Richard Todd, Jean Peters, Marjorie Rambeau, Jill Esmond, Les Tremayne, Robert Burton, Gladys Hurlbut and Richard Garrick.

9. Trial MGM

Produced by Charles Schnee and James E. Newcom. Directed by Mark Robson. With Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Katy Jurado, Rafael Campos, Juano Hernandez and Robert Middleton.

10. Bad Day at Black Rock MGM

Produced in CinemaScope and Eastman Color by Dore Schary. Directed by John Sturges. With Spencer Tracy, Robert Ryan, Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine and Lee Marvin.



Canadian 1955 Critics' Poll 10 BEST STARS

(1)

Grace Kelly

The Country Girl (Paramount)

(2)

Glenn Ford

The Blackboard Jungle (MGM)
Trial (MGM)

(3)

Ernest Borgnine

Marty (UA)

(4)

James Dean

East of Eden (Warners)

(5)

James Cagney

Love Me or Leave Me (MGM)
Mister Roberts (Warners)

(6)

William Holden

The Country Girl (Paramount)
The Bridges at Toko-Ri
(Paramount)
Love Is a Many-Splendored Thing
(20th-Fox)

(7)

Frank Sinatra

The Tender Trap (MGM)
Not as a Stranger (UA)

(8)

Judy Garland

A Star Is Born (Warners)

(9)

Julie Harris

I Am a Camera (Alliance)
East of Eden (Warners)

(10)

Katharine Hepburn

Summertime (UA)



'Canadian Lancers' RKO Sportscope

Canadian Lancers, featuring a crack group of child riders, will be released by RKO in its 1955-56 Sportscope series.

Produced in Halifax, the one-reeler deals with a six-year-old who is too young to join the troop, which wears the famous Bengal Lancer uniform, but is later adopted as the mascot.

"HELL ON FRISCO BAY"



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JOANNE DRU

with WILLIAM DEMAREST • PAUL STEWART • PERRY LOPEZ • FAY WRAY Screen Play by SIDNEY BOEHM and MARTIN RACKIN A JAGUAR Production Directed by FRANK TUTTLE



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